

(W. 213)

Introducing Virginia Slims "Woman Thing Music"

Virginia Slims (VS) continues its quarter century tradition of providing opportunities for women with the creation of Woman Thing Music. The new, multi-faceted music promotion, exclusively for adult smokers, features a CD collaboration, a ten-city tour and opportunities for emerging female artists ^{to showcase their talents to adult audiences} nationwide.

The headliner for this initial tour is Emmy Award-winner Martha Byrne, well-known for her portrayal of *Lily* on the daytime drama "As the World Turns." Byrne teamed up with producer Nile Rodgers, who is famous for his work with Diana Ross, David Bowie and Madonna, to create a ^{Six} seven-song recording that is exclusively available from VS throughout the four month event.

VS will support its new consumer program in each of the ten markets with a ^{four} ~~five~~ week contest series called "Dueling Divas." The competition will afford local female artists the opportunity to highlight their musical talent with the overall winner opening up for Martha Byrne when she plays that city. bands 21

The New York "Dueling Divas" will be held from April 17 to May 10. You can see the winner of the contest and Martha Byrne at Tramp's Night Club when the national promotion concludes on May 22. For more club information and to find out who is showcasing where, call 1-800-VS-EVENT.

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